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November 8, 2010

Chairman Julius Genachowski
Commissioner Michael J. Copps
Commissioner Robert M. McDowell
Commissioner Mignon Clyburn
Commissioner Meredith Attwell Baker
Federal Communications Commission
445 12th Street SW
Washington, DC 20554

RE: MB Docket No. 10-56

Dear Chairman Genachowski and Commissioners:

On behalf of Entravision Communications Corporation, I am writing to express Entravision's support for the proposed joint venture between Comcast and NBC Universal. Entravision believes that the proposed joint venture, along with the commitments presented initially by the parties and recently supplemented, following discussions with representatives of minority groups, will not have a detrimental impact on media diversity and should, instead, promote the parties' service to and involvement in the African-American and Hispanic communities in our nation.

Entravision is a diversified Spanish-language media company with a unique group of media assets including television stations and radio stations. We own and/or operate both radio and television stations, which are geared to serving the Latino market. Our television stations are located in 20 of the top 50 U.S. Hispanic markets and nearly all of our radio properties are found in those top 50 U.S. Hispanic markets. These holdings have provided us with a window on the role of broadcasters, cable operators, and the media needs of minorities.

Given our role in minority media, Entravision had been concerned as to how the joint venture would impact both broadcasters and programmers. We are pleased that, following discussions with the leaders of a number of prominent national Latino groups, Comcast entered into a Memorandum of Understanding which contains pledges covering the critical subjects of employment, procurement, philanthropy, governance and programming. Our reading of the Memorandum is that the Hispanic community will benefit from the proposals to increase employment and advancement of Latinos in the



mass media, new programming offerings by the Telemundo Network, the addition of Latino-owned and operated programming services to Comcast's cable offerings, philanthropic offerings serving Hispanic youth, and the naming of a Latino member of the Comcast board of directors.

For far too long, broadcasters and cable operators have operated in separate worlds, creating situations where the parties were antagonists and not supporters. Entravision anticipates that the joint venture, melding broadcast and cable, will result in the joint venture recognizing that each industry needs the other and that cooperation will benefit them both, especially where that cooperation promotes the roles of minorities as employees, managers, and program providers.

Considering the benefits that the proposed joint venture can bring to the broadcast and cable marketplaces, along with the assistance that will flow to minority group members, the union of Comcast and NBC Universal represents a positive development for the media. Entravision urges the Commission to approve the parties' application, including the commitments that have been made, with all due speed so that Comcast can begin to deliver on the promises it has made to the public and to the minority communities.

Best regards,



Walter F. Ulloa
Chairman & CEO